

I claim:

1. A method of advertising to participants and viewers in a virtual world comprising the steps of enabling at least one participant in said virtual world to select an advertisement; and displaying said advertisement to other participants and viewers in said virtual world.
2. The method of claim 1, wherein said advertisement is associated with said participant by displaying said advertisement on an avatar of said participant within said virtual world.
3. The method of claim 1, wherein said advertisement is associated with said participant by displaying said advertisement on a virtual space of said participant within said virtual world.
4. The method of claim 1, wherein said advertisement is associated with said participant by displaying said advertisement on a virtual object of said participant within said virtual world.
5. The method of claim 1, wherein said virtual world is implemented by interactive media.
6. The method of claim 5, wherein said interactive media is provided by at least one server on a computer network.
7. The method of claim 5, wherein said interactive media is provided by interactive television.
8. The method of claim 1, wherein said advertisement comprises text.
9. The method of claim 1, wherein said advertisement comprises symbols.
10. The method of claim 1, wherein said advertisement comprises graphics.
11. The method of claim 10, wherein said advertisement is texture-mapped in said virtual world.
12. The method of claim 1, wherein said advertisement comprises multimedia elements taken from the group of audio, video and animation.
13. The method of claim 12, wherein said multimedia elements are played at times designated by said participant.
14. The method of claim 12, wherein said multimedia elements are played at predetermined times.

15. A method of tracking activities of at least one participant in a virtual world to reward said participant in connection with displaying advertisement to other participants and viewers in said virtual world, which comprises:
- collecting information on said participant;
  - collecting information on one or more advertisements that said participant has selected; and
  - collecting display information on how said advertisement was displayed to other participants and viewers in said virtual world.
16. The method of claim 15, wherein said display information comprises:
- measured display time of said advertisement to other participants and viewers; and
  - a number of participants and viewers that viewed said advertisement.
17. The method of claim 16, wherein said display information further comprises:
- anticipated display time of said advertisement to other participants and viewers;
  - a size of said advertisement; and
  - a location of said advertisement for display.
18. The method of claim 16, further comprising the step of recording said activities of said participant in connection with said advertisement in appropriate databases.
19. The method of claim 16, further comprising the step of rewarding said participant in connection with activities identified in said tracking step.
20. The method of claim 16, further comprising the step of billing advertisers in connection with activities identified in said tracking step.
21. The method of claim 15, wherein said virtual world is implemented by interactive media.
22. The method of claim 21, wherein said interactive media is provided by one or more servers on a computer network.
23. The method of claim 21, wherein said interactive media is provided by interactive television.
24. The method of claim 15, wherein said advertisement comprises text.
25. The method of claim 15, wherein said advertisement comprises symbols.
26. The method of claim 15, wherein said advertisement comprises graphics.
27. The method of claim 26, wherein said advertisement is texture-mapped in said virtual world.

28. The method of claim 15, wherein said advertisement comprises multimedia elements taken from the group of audio, video and animation.

29. The method of claim 28, wherein said multimedia elements are played at times designated by said participant.

30. The method of claim 28, wherein said multimedia elements are played at predetermined times. A method, carried out by at least one participant in a virtual world, for displaying advertisement within said virtual world, comprising:

selecting an advertisement made available within said virtual world; and

displaying said advertisement to other participants and viewers in said virtual world.

31. The method of claim <sup>31</sup>~~30~~, wherein said advertisement is associated with said participant by displaying said advertisement on an avatar of said participant within said virtual world.

32. The method of claim <sup>31</sup>~~30~~, wherein said advertisement is associated with said participant by displaying said advertisement on a virtual space of said participant within said virtual world.

33. The method of claim <sup>31</sup>~~30~~, wherein said advertisement is associated with said participant by displaying said advertisement on a virtual object of said participant within said virtual world.

34. The method of claim <sup>31</sup>~~30~~, wherein said virtual world is implemented by interactive media.

35. The method of claim <sup>35</sup>~~34~~, wherein said interactive media is provided by one or more servers on a computer network.

36. The method of claim <sup>35</sup>~~34~~, wherein said interactive media is provided by interactive television.

37. The method of claim <sup>31</sup>~~30~~, wherein said advertisement comprises text.

38. The method of claim <sup>31</sup>~~30~~, wherein said advertisement comprises symbols.

39. The method of claim <sup>31</sup>~~30~~, wherein said advertisement comprises graphics.

40. The method of claim <sup>31</sup>~~30~~, wherein said advertisement is texture-mapped in said virtual world.

41. The method of claim <sup>31</sup>~~30~~, wherein said advertisement comprises multimedia elements taken from the group of audio, video and animation.

- 43 ~~42~~. The method of claim ~~41~~<sup>42</sup>, wherein said multimedia elements are played at times designated by said participant.
- 44 ~~43~~. The method of claim ~~41~~<sup>42</sup>, wherein said multimedia elements are played at predetermined times.
- 45 ~~44~~. A method, carried out by at least one participant in a virtual world, for displaying advertisement within said virtual world, comprising:
- creating an advertisement to be made available within said virtual world; and
- exposing said advertisement to other participants and viewers in said virtual world.
- 46 ~~45~~. The method of claim ~~44~~<sup>45</sup>, wherein said advertisement is associated with said participant by displaying said advertisement on an avatar of said participant within said virtual world.
- 47 ~~46~~. The method of claim ~~44~~<sup>45</sup>, wherein said advertisement is associated with said participant by displaying said advertisement in a virtual space of said participant within said virtual world.
- 48 ~~47~~. The method of claim ~~44~~<sup>45</sup>, wherein said advertisement is associated with said participant by displaying said advertisement on a virtual object of said participant within said virtual world.
- 49 ~~48~~. The method of claim ~~44~~<sup>45</sup>, wherein said virtual world is implemented by interactive media.
- 50 ~~49~~. The method of claim ~~48~~<sup>49</sup>, wherein said interactive media is provided by one or more servers on a computer network.
- 51 ~~50~~. The method of claim ~~48~~<sup>49</sup>, wherein said interactive media is provided by interactive television.
- 52 ~~51~~. The method of claim ~~44~~<sup>45</sup>, wherein said advertisement comprises text.
- 53 ~~52~~. The method of claim ~~44~~<sup>45</sup>, wherein said advertisement comprises symbols.
- 54 ~~53~~. The method of claim ~~44~~<sup>45</sup>, wherein said advertisement comprises graphics.
- 55 ~~54~~. The method of claim ~~44~~<sup>45</sup>, wherein said advertisement is texture-mapped in said virtual world.
- 56 ~~55~~. The method of claim ~~44~~<sup>45</sup>, wherein said advertisement comprises multimedia elements selected from the group of audio, video and animation.
- 57 ~~56~~. The method of claim ~~55~~<sup>56</sup>, wherein said multimedia elements are played at times designated by said participant.
- 58 ~~57~~. The method of claim ~~56~~<sup>56</sup>, wherein said multimedia elements are played at predetermined times.

59 ~~58~~. A system for consumer-selected advertising and branding in a virtual world comprising:

- a computer network, wherein a networked virtual environment exists and is accessible by multiple participants simultaneously; and
- at least one server on said computer network maintaining several databases comprising a consumer database, an advertising database, and a presentation tracking database wherein
  - said consumer database stores profiles of consumers who have participated or have expressed an intention to participate in said networked virtual environment;
  - said advertisement database contains identification for each advertisement available for selection by a participant; and
  - said presentation tracking database stores participant and viewer exposure information of said advertisement.

60 ~~59~~. A system as described in claim ~~58~~<sup>59</sup>, further comprising a billing system, wherein said exposure information stored in said presentation tracking database is used to generate information to bill advertisers.

61 ~~60~~. A system as described in claim ~~58~~<sup>59</sup>, wherein said consumer database comprises registration information, environment continuation information to allow said participants to continue where said participants previously left said networked virtual environment, and information on said participant's recent activities.

62 ~~61~~. A system as described in claim ~~58~~<sup>59</sup>, wherein information stored in said consumer database may also be used to allow said advertisers to modify said advertiser's advertisements and reward offers.

63 ~~62~~. A system as described in claim ~~58~~<sup>59</sup>, wherein said advertisement database comprises elements taken from the group of text, symbols, corporate logos, graphic elements, audio elements, video elements and multimedia elements.

64 ~~63~~. A system as described in claim ~~58~~<sup>59</sup>, wherein said presentation tracking database contains information on total exposure time of said advertisement and amount of exposure to other participants and viewers in said virtual environment.